



Fan Engagement Plan

2025/26 SEASON

Strengthening communication and engagement with fans.

AUGUST 2025

Our commitment to fans

We are proud to publish Newcastle United's Fan Engagement Plan (FEP) for the 2025/26 season. This builds on the progress made during an exceptional 2024/25 campaign and sets out our continued commitment to collaborative, constructive and consistent engagement with supporters. It highlights what we achieved last season, outlines the activities we will deliver this season, and demonstrates our passion for putting fans at the heart of everything we do.

The 2024/25 season marked a landmark year for the club. On the pitch, Newcastle United lifted its first domestic trophy in 70 years by winning the Carabao Cup and secured qualification for the UEFA Champions League. Off the pitch, we deepened supporter engagement - enhancing matchday operations at St. James' Park, broadening community outreach and fan events across the UK and internationally, and supporting Premier League campaigns focused on inclusion, sustainability, and mental health.

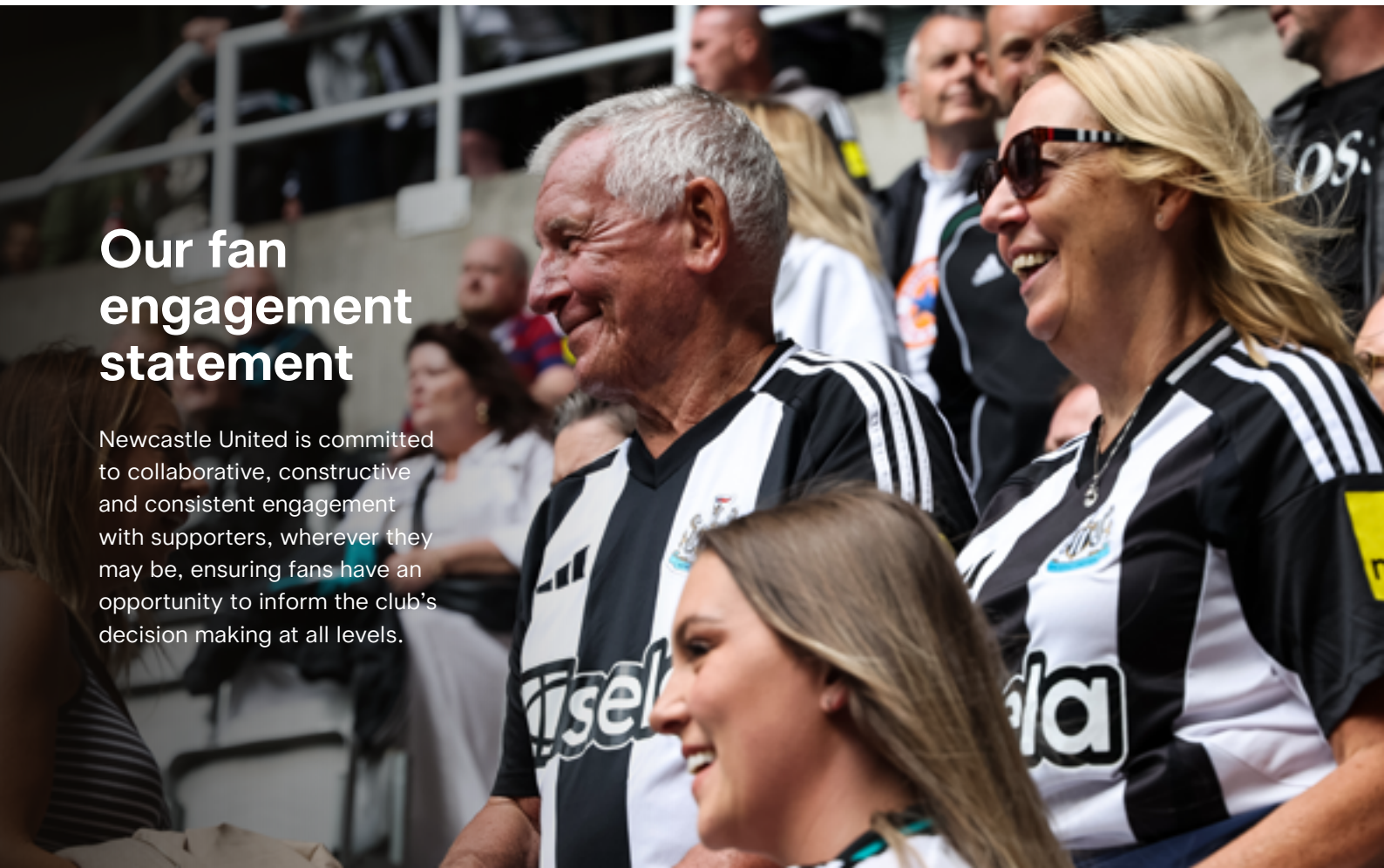
Our efforts were recognised by fans in the Premier League's 2024/25 Matchday Fan Experience Survey, where we achieved a score of 73.6 - well above the league average of 69.5 - placing us 5th across all clubs and maintaining our position from the previous season.

The Fan Advisory Board (FAB) completed its first full season, aligned with the requirements set out in the Premier League's Fan Engagement Standard (FES) framework. FAB comprises nine supporter representatives who advise the club's leadership team on strategic matters. Our CEO continues in his role as Nominated Board Level Official (NBLO), accountable for leading our fan engagement activity.

As we begin a new season, we remain committed to listening, collaborating, and celebrating our incredible fanbase. Together, we will ensure supporters have a meaningful voice in shaping the future of Newcastle United.

Our fan engagement statement

Newcastle United is committed to collaborative, constructive and consistent engagement with supporters, wherever they may be, ensuring fans have an opportunity to inform the club's decision making at all levels.



How we engage

Our vision is to be a results-driven, world-class and sustainable organisation - and we know this is best achieved together: one city, one club, united.

Our Fan Engagement Framework reflects our core values - Passionate, Hardworking, Disciplined, Collaborative and is built on a strong, ongoing relationship with supporters.

It enables broad consultation across the fanbase, with strategic matters guided by the Fan Advisory Board and everyday feedback coordinated through Supporter Services.

board@newcastleunitedfab.co.uk

supporter.services@nufc.co.uk

Our Fan Engagement Team

These team members are instrumental in connecting with and representing our supporters.



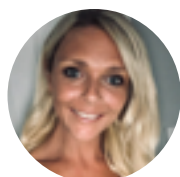
**CHIEF EXECUTIVE OFFICER AND
NOMINATED BOARD LEVEL OFFICIAL**



SARAH MEDCALF

Head of Supporter Services

Lead on fan engagement framework and meeting Premier League Fan Engagement Standard requirements.



SARAH COOK

Supporter Services Manager

Ensures high-quality communication, care, and engagement across all supporter touchpoints.



DEAN BUCKLE

EDI Lead

Responsible for EDI team that delivers EDI framework and Premier League PLEDIS requirements.



MATT WILLIS

Supporter Liaison Officer

Developing and maintaining effective relationships with supporter network and key matchday contact.

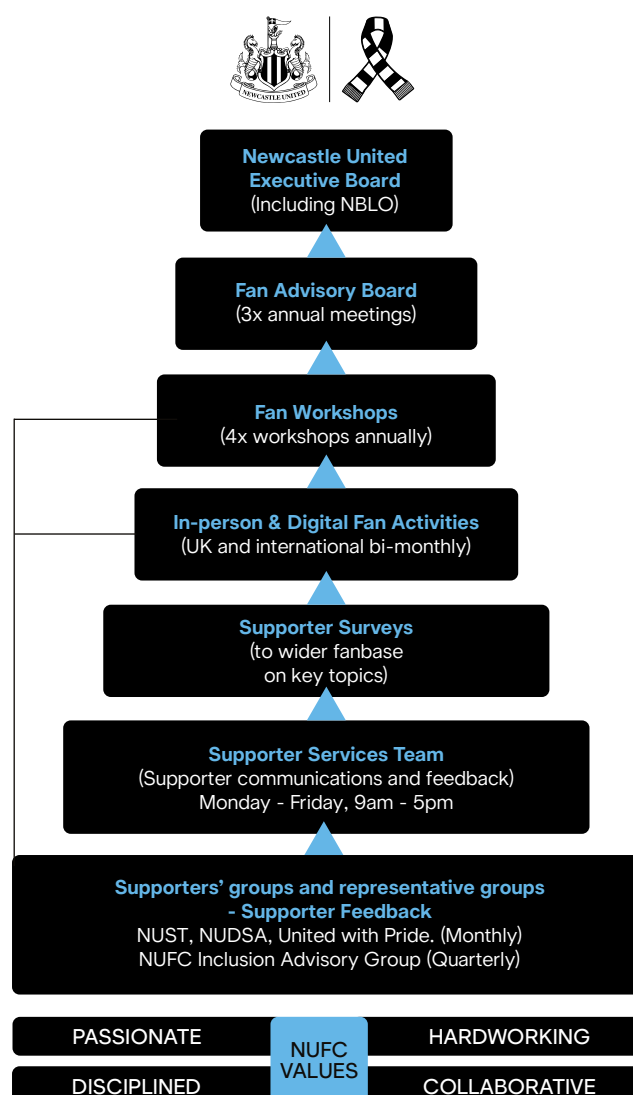


TALLULAH PADDICK

Fan Engagement and Events Coordinator

Strengthens fan engagement locally and globally, with dedicated support for Official Supporters Clubs.

Fan Engagement Framework



Fan Engagement Platforms

The table below outlines the club's fan engagement platforms, identifying the lead personnel and typical contact frequency for each where relevant.

	Head of Supporter Services	EDI Lead	Head of Digital/Head of Social	Head of Safeguarding	Fan Engagement and Events Coordinator	Head of Partnership Services	Supporter Liaison Officer
Non-Matchday Fan Engagement							
Fan Advisory Board meetings (triannual) <i>*NBLO or relevant Club representative will attend at least two meetings annually</i>	X						
Fan Workshops (Quarterly)					X		
Fan Events (Monthly) <i>*NBLO or relevant Club representative will attend at least two fan events annually</i>					X		
Fan Surveys (Quarterly)	X						
Monthly Fan Group Consultation - NUST	X						
Regular Fan Group Consultation – NUDSA, UWP		X					
Inclusion Advisory Group (IAG) (Quarterly)		X					
Official Supporter Clubs (OSC) (Monthly)					X		
NUFC Website & App			X				
NUFC Social Channels			X				
Jugo Digital Platform					X		
Partner Panel Surveys (Monthly/Quarterly)						X	
Supporter Services team contactable through email	X						
Online Knowledge Centre	X						
Matchday Fan Engagement							
Matchday Liaison at home and away matches							X
Local Heroes	X						
Wellbeing Officers				X			

Fan Engagement Highlights

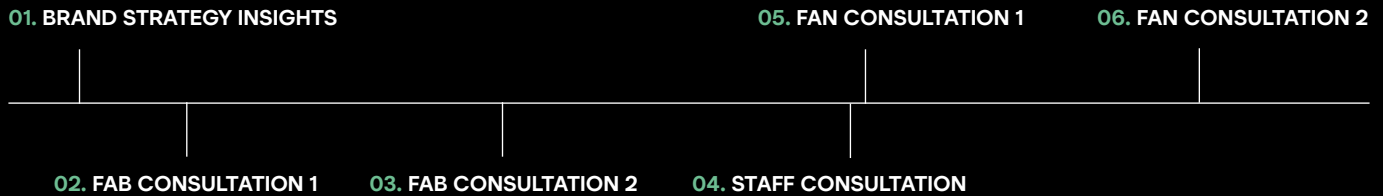
An overview of key supporter engagement activities delivered across the 2024/25 season. Additional fan engagement initiatives are detailed in Appendix.

2024/25 SEASON COMMITMENT	DESCRIPTION	ACTION TAKEN	DATE
Fan Advisory Board (FAB)	Three formal meetings held - attended by Newcastle United CEO and senior executives	✓	Nov 24, Mar 25, May 25
	Fan Advisory Board appoint new Disability Representative	✓	Jan 25
	End-of-year review assessment actioned	✓	Jul 25
Fan Workshops	Over 2,500 supporters shared their perspectives in person and online on the following topics:		
	• Matchday Operations	✓	Aug 24
	• Hospitality	✓	Sept 24
	• Young Person Forum	✓	Nov 24, Feb 25
	• Inclusive Food	✓	Mar 25
	• White Ribbon pilot	✓	May 25
	• Heritage Asset – Crest	✓	May 25 (x2)
	• Access Card – Disabled supporters	✓	Jul 25
Fan Surveys	Season tickets holders and members were surveyed and actions implemented on the following topics:		
	• Stadium survey – Matchday operations	✓	Aug 24
	• Away Ticket transfer	✓	Oct 24
	• Heritage Asset - Crest Survey	✓	May 25
	• Away Ticketing Sales Process	✓	July 25
Communication from the Newcastle United CEO with fans bi-annually	Over 1000 fans participated in our 'We Are United' hybrid fan event. Attended by the club's CEO Darren Eales, three C-Suite Executives and NUW representatives	✓	Nov 24
	Darren Eales – Media interviews on all areas of club business	✓	Ongoing
Launched Official Supporters Club network	Domestic and international fanbase support via new network, webpage and branding	✓	May 25
	Digital Welcome Event	✓	June 25
Fan Groups Meetings	Regular meetings with NUST (monthly), NUDSA, United with Pride, Inclusion Advisory Group (IAG) and Wor Flags	✓	Ongoing

2024/25 SEASON COMMITMENT	DESCRIPTION	ACTION TAKEN	DATE
Fan Group Support	Hosted Fan Groups networking at Sela Cup	✓	Aug 24
	Informal meet and greet with US NUFC fans – Premier League Morning Live Chicago: youtube.com/watch?v=RyzipnhbBI4	✓	Sep 24
	London Mags 60th Anniversary with Bob Moncur	✓	Oct 24
	Open training session in Riyadh for Saudi NUFC fans	✓	Nov 24
	Virtual catch-up with fans from India, Egypt, Argentina, and Spain to stay connected	✓	Jan 25
	Championed inclusive matchday experiences through Unite For Access campaign: newcastleunited.com/en/news/newcastle-united-champions-inclusive-matchday-experiences	✓	Mar 25
	‘Move the Goalposts’ Legend event with Shay Given for Singapore Mags	✓	Apr 25
	Wor Flags End of Season event attended by 200 fans at SJP	✓	May 25
	Supported Irish Mags Charity Cup at NUCASTLE: theirishmags.com/post/irish-mags-charity-cup-1	✓	May 25
	Operational matchday support from Supporter Liaison Officer at over 35 games and meeting with fans from over 15 countries	✓	Ongoing
	Memory Café brought together 1,000 local fans ensuring connection, inclusion and cherished memories: newcastleunited.com/en/news/fa-cup-trophies-make-surprise-appearance-as-the-memory-cafe-welcomes-record	✓	Monthly
Partner rewards and matchday support	Initiatives with club partners to recognise supporter loyalty and improve matchday experience	✓	Dec 24, Apr 25
Maintain fan access to Local Heroes Hub and Wellbeing Officers	Over 40 club staff supporting home and away fans pre match at St. James’ Park	✓	Every home match
Improve matchday experience via digital platforms	Launch of NUFC app and new website newcastleunited.com	✓	Aug 2024
Review club communications within FAB framework	FAB introduced on stage at ‘We Are United’ event with CEO to raise profile Contribution recognised in relevant web stories including stadium development, cup final ticket allocation and home shirt donations		
Support NUW fan engagement	Fans took part in the first NUW workshop designed to engage supporter perspectives	✓	Mar 25
	Supported NUW pilot: drinking in the bowl to enhance matchday experience	✓	Apr 25
Supporter Liaison Officer (SLO) Professional Development	Driving excellence in fan experience through international collaboration, training, and research. Contributions include UEFA and FSE conferences, academic projects, and peer exchange with clubs across England and Europe	✓	

Case Studies - 2024/25 Season

Fan Consultation Process



Newcastle United Crest Fan Consultation Framework

Newcastle United launched a multi-phase fan consultation project throughout 2025 to explore potential refinements to the club crest, ensuring any evolution preserved the heritage and identity held dear by supporters.

Following initial stakeholder engagement in 2024 via the Brand Strategy Insights work, the consultation expanded in 2025 with a structured plan covering digital and face-to-face methods. Over 10,000 supporters contributed through surveys, workshops, focus groups, and dedicated fan events. A video developed by the club's Marketing team helped explain the rationale for the evolution and celebrated the crest's history.

As part of the consultation, over 1,500 fans attended two in-person workshops at St. James' Park and via digital platform Jugo to increase accessibility. Season Ticket Holders, Members, and fan groups including Wor Flags, NUST, NUDSA and United With Pride all participated.

Newcastle United engaged with the Fan Advisory Board, who advised that the next stage of consultation should offer supporters a range of design options to consider.

Results highlighted strong appetite for evolution, not revolution:

- 4 in 5 respondents understood the need for refinement
- 4 in 5 preferred updating the existing crest to honour tradition
- The Castle emerged as the most valued design element, followed by the Ribbon and Shield

Phase two of the consultation will progress during the 2025/26 season. Through clarity, transparency, and inclusive engagement, the project continues to reflect the values of Newcastle United and its supporters.



Newcastle United and InPost Team Up to Unsilence Mental Health Conversations

Newcastle United players took part in a World Mental Health Day initiative designed to support fans facing emotional challenges by offering personal advice and visible encouragement. With mental health issues increasingly affecting people in the North East, and suicide rates ranked among the highest in England, the club, Foundation and InPost developed a campaign to help shift the narrative - from silence to openness.

Messages from both men's and women's players were installed inside locker compartments at NUCASTLE, each one offering heartfelt tips for managing pressure and stress. Linked QR codes guided fans to the Foundation's Be A Game Changer page, providing practical resources for emotional wellbeing. Dan Burn and Amber-Keegan Stobbs joined the Foundation to install the messages and ensure supporters would encounter them on World Mental Health Day.

The activation also extended into the local community, engaging pupils from Our Lady & St. Anne's Catholic Primary School in a creative collaboration with the Foundation and artist Lines Behind. Together, they explored the theme of "What Newcastle means to the next generation," blending football, wellbeing and identity into a shared story. The combined campaign sparked conversations across age groups and backgrounds, showing how sport can be a force for connection and community.



Introducing Newcastle United's Fan Advisory Board

The Fan Advisory Board (FAB) is an inclusive and diverse forum for fan group representatives and independent fans to represent the interests of supporters.

The FAB's primary purpose is to consult and engage with fans, creating structured and strategic dialogue in relation to off-field matters and to assist the club in decision making that affects supporters.

The FAB comprises of nine fan members who assist and advise the club's leadership team on areas including, but not limited to:

- The club's vision and strategic objectives.
- Improving the matchday fan experience through face-to-face and digital connection.
- Proposals relating to the club's heritage assets.
- Equality, Diversity and Inclusion (EDI commitments)
- Development plans at St. James' Park
- Supporting the growth of the club's fanbase domestically and globally.
- Communications, by the club, with its supporters.
- Work in the local community.

On-pitch, and commercially sensitive, matters are not in scope for the FAB.

Our Newcastle United CEO, who also serves as the club's Nominated Board Level Official (NBLO), provides strategic oversight of the Fan Advisory Board (FAB), which meets formally at least three times per season. Our NBLO will attend at least two meetings each season.

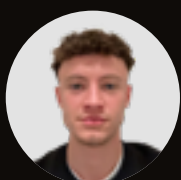
During the 2024/25 season, several informal meetings were conducted with the FAB to address key strategic issues such as cup final ticket allocation, stadium redevelopment, and considerations regarding the club crest. The FAB also meets independently of the club during the season.

Michael McCarthy serves as the elected Chair of the FAB, with Rajat Nayyar appointed as Vice-Chair in May 2025.

Meeting summary notes are published on the ['Fans'](#) section at newcastleunited.com and are available for all supporters to view. Topic-specific FAB leads will be introduced next season to support strategic alignment on Retail, Merchandise, Sustainability, EDI, and Ticketing.



MICHAEL MCCARTHY (CHAIR)
Season Ticket Holder
Fan Representative



THOMAS SYMONDS
Young Person /
Under-25 Fan
Representative



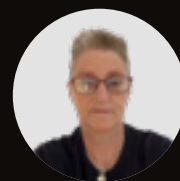
CHRIS BAKER
Disability
Representative



RAJAT NAYYAR (VICE-CHAIR)
Vice-chair and Member
Representative



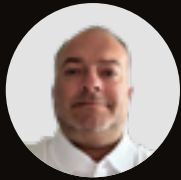
NATALIE NOYES
International Fan
Representative



CLAIRE WINTRIP
United with
Pride Fan Group
Representative



MARION WILLIAMS
Season Ticket Holder
Fan Representative



PAUL KARTER
NUST Fan Group
Representative



POSITION VACANT
NUST Fan Group
Representative

Fan Advisory Board Assessment

In line with the Premier League's Fan Engagement Standard (FES), an annual FAB assessment was conducted by the FAB Chair and NBLO. In July 2025, all FAB members received an anonymous survey to share feedback across five key areas:

- Board composition and representation
- Meeting effectiveness and administrative support
- Communication with supporters and the club
- Strategic input on planning and matchday experience
- Overall impact on fan engagement culture

Following the survey, the FAB Chair collaborated with the NBLO and senior club representatives to produce a report outlining strengths, areas for improvement, and proposed actions for the 2025/26 season.

Summary

Feedback revealed a mix of progress and perceived challenges. While progress was evident in diversity and meeting contributions, FAB members flagged concerns around visibility, communications support, and broader engagement of the fanbase.

Strengths

The Fan Advisory Board assessment highlighted key strengths in the club's engagement approach. Senior representatives were rated highly for their professionalism and presence, while board diversity was praised by 87.5% of respondents for its inclusive makeup. FAB valued the respectful, collaborative tone of meetings and acknowledged the ongoing dedication of its board participants - demonstrating a strong culture of involvement and mutual respect.

Areas for Development

Feedback highlighted opportunities to enhance future impact. FAB members called for more focused meetings - with improved timekeeping, tighter agendas, and clearer records of discussion. There was interest in earlier involvement in strategic planning and a desire for better visibility of the FAB's work among supporters. Some members suggested closer collaboration with club teams in areas such as retail and sustainability, alongside clearer communication on how supporter input has led to change.

For the 2025/26 season, the club has committed to the following actions:

- **Collaborate on Priority Areas:** Introduce FAB leads for key topics including Retail, Merchandise, Sustainability, EDI, and Ticketing - working with NUFC teams on relevant projects to embed the fan perspective into club planning.
- **Improve Meeting Planning:** Provide advance materials when possible and standardise summary notes to enhance clarity and streamline meeting outcomes.
- **Promote FAB Activity and Impact:** Deliver a communications plan to highlight FAB activity, demonstrate impact, and communicate how supporter input influences club decisions.
- **Enhance Strategic Collaboration:** Involve FAB earlier in planning cycles, supported by defined timelines and access to relevant data to encourage sustained engagement.

Supporters can contact the FAB via email at board@newcastleunitedfab.co.uk.

Information about our Fan Advisory Board can be found [here](#).

The club thanks the Fan Advisory Board for their continued challenge, support and dedication as volunteers - your time and insight is very much appreciated.

Fan Advisory Board Assessment

The 2024/25 season saw the FAB take an active role in informing club strategy and promoting open communication with supporters. Their core achievements are detailed below.

- **Influenced strategic discussion** on cup final ticketing, stadium development and heritage assets - ensuring fan perspectives shaped important club decisions.
- **Established the Premier League's first Young Persons Forum (YPF)** - with FAB's youth representative Thomas Symonds encouraging discussion around access initiatives for younger fans.
- **Recommended shirt donation initiative** - leading to £5 from every adult shirt sold (home, away, third, goalkeeper) being donated to Newcastle United Foundation for 2024/25 season and continuing to this season.
- **Initiating consultation on a season ticket waiting list** - to ensure fair and transparent allocation if tickets become available.
- **Championed digital ticketing support**
Co-signing a Premier League-wide letter to improve guidance for fans facing digital access barriers.
- **Official Supporters' Clubs:** Natalie Noyes, International Fan Representative, led efforts to strengthen connections and develop collaborative networks among fan groups worldwide.
- **Strengthened fan consultation** – FAB members participated in workshops focused on matchday experience, membership, and club crest design.
- **Improved club communications** – following FAB input, the club enhanced email updates relating to cup schemes to improve clarity and supporter understanding.
- **Supported inclusive matchday experiences** - two FAB members joined the Premier League/White Ribbon pilot on allyship for women and girls.
- **Represented fans nationally** - attended Premier League networking events and engaged with other clubs to share best practice.
- **Maintained strong links with fan groups** and attended events such as Iftar and international fan events.
- **Received and shared over 300 fan emails** - on topics like ticket allocation and memberships, ensuring concerns reached the club.
- **Volunteered over 1,000 hours collectively** - with board members dedicating over two hours weekly to FAB responsibilities.
- **Supported payment flexibility** - with the club introducing a 12-month interest-free payment option for 2025/26 season tickets.
- **Encouraged inclusive catering** - leading to a broader range of vegan and gluten-free options at St. James' Park.



How we listen and share

Collaboration

Newcastle United is proud of its long-standing relationships with fan-led and community-focused organisations, including Newcastle United Supporters Trust (NUST), United with Pride, Newcastle United Disabled Supporters Association (NUDSA), and the Independent Advisory Group (IAG), ensuring the club reflects the diverse needs of our supporter base.

Over the past season we worked with NUST on improvements to the home ticketing timelines and meet monthly to discuss a wide variety of their members' feedback. We value their ongoing surveys and their attendance and input at the club's quarterly fan workshops. We also invited members of the NUDSA Committee to participate in a dedicated accessibility workshop, where they shared initial views and feedback on the proposed rollout of the NIMBUS Access Card for disabled supporters.

As part of a Premier League pilot initiative, the club partnered with White Ribbon to promote a safer and more inclusive matchday experience for female supporters, with fan representatives from NUST, Wor Flags, FAB, and the Football Supporters Association actively involved as White Ribbon Ambassadors.

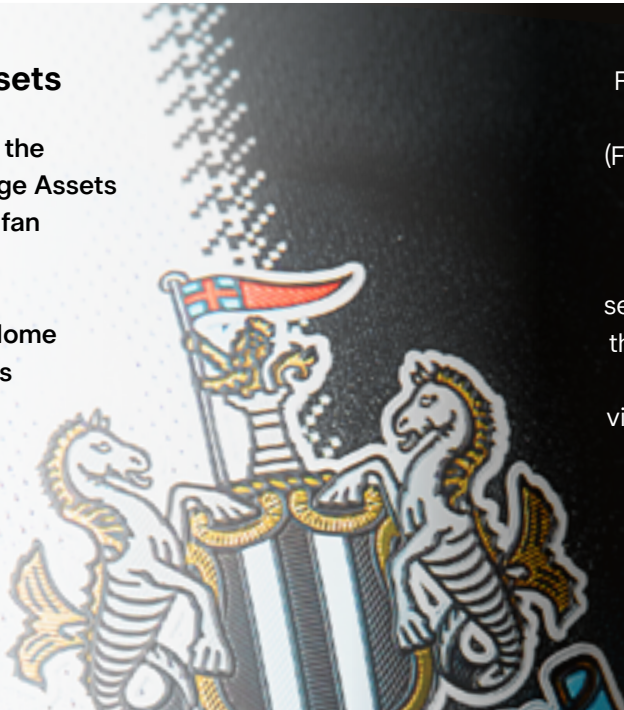
We continue to support the efforts of NUFC Fans Foodbank through their matchday collections, and proudly collaborated with Newcastle United Foundation, Newcastle Foodbank, and key city partners to deliver the 'A Helping Hand at Christmas' initiative.

We also proudly support independent atmosphere group Wor Flags, who help create a vibrant matchday experience at St. James' Park through their flag and banner displays.

Heritage Assets

The club agrees the following Heritage Assets are in scope for fan discussion.

- First Team Home Shirt Colours
- Club Crest
- Club Name



For any proposed significant changes, the club will first consult with the Fan Advisory Board (FAB) and then determine a process for broader fan consultation.

As part of our recent club crest consultation, senior club representatives worked closely with the Fan Advisory Board to shape the approach. Supporters were invited to share their views via surveys, with over 1500 fans participating in workshops held both online and in person.

The club's NBLO leads on all fan consultation around Heritage Assets, ensuring supporter voices are central to decisions that reflect our history and identity.

Leadership Update

To promote transparency and strengthen dialogue, Club leadership will provide biannual updates to supporters, covering areas such as financial performance, stadium progress, and key fan priorities. These communications will help ensure fans remain informed and engaged in the Club's strategic direction.

Touchpoints will include the 'We Are United' fan event, which welcomed over 1,000 supporters in November 2024 and featured the club's executive team responding directly to fan questions. In addition, digital communications will be used throughout the season to maintain strong and consistent engagement with supporters.

Fan Engagement Commitments

2025/26 Season Commitment	Description
Fan Advisory Board (FAB).	<p>Hold three Fan Advisory Board meetings (Oct, Feb, May), with the CEO attending minimum two meetings.</p> <p>Review FAB training and induction process ensuring it supports informed and representative supporter involvement.</p>
Fan Workshops	<p>Host quarterly workshops - both in-person and online - focused on off-pitch topics that matter to all supporters.</p> <p>Will invite Fan Groups to share their input directly on discussion topics.</p>
Fan Surveys	<p>Carry out regular fan surveys across the season to gather insights on key supporter topics.</p> <p>Launch post-match survey after every home fixture, inviting all attendees to contribute feedback that will shape and enhance the matchday experience</p>
Communication from the Newcastle United CEO with fans bi-annually	<p>Support twice-yearly engagement between the Newcastle United CEO and fans, delivered through attendance at key supporter event and other appropriate communication channel.</p>
Official Supporters Club (OSC)	<p>Expand the Official Supporters Club network by 30%, strengthening the club's domestic and international fanbase.</p> <p>Supported by events, online activities, and delivery of tailored OSC benefits.</p>
Fan Groups Meetings	<p>Hold regular meetings with key fan groups including:</p> <ul style="list-style-type: none"> • Monthly sessions with NUST. • Quarterly meetings with Inclusion Advisory Group (IAG). • Ongoing engagement with NUDSA, United with Pride and atmosphere group Wor Flags. • Deliver two workshops to empower young supporter voices and strengthen fan-led initiatives. • Explore creation of a women's workshop group to support connection and representation across the female fan base.
Fan Support	<p>Support fan groups through practical guidance, appropriate resources and ongoing opportunities.</p> <p>Encourage year-round community involvement through initiatives such as:</p> <ul style="list-style-type: none"> • Monthly Memory Cafés - welcoming over 1,000 fans annually. • Seasonal campaigns like 'A Helping Hand at Christmas' and RVI Hospital Player visits. <p>Continue to offer dedicated matchday support at every home fixture through direct access to Supporter Liaison Officer, Wellbeing Officers, and Local Heroes team.</p>
Heritage Assets	<p>Continue crest consultation, inviting supporter input on the final design.</p> <p>Sustain engagement on stadium development, ensuring fan views inform future plans and improvements.</p>
Partner Initiatives	<p>Collaborative initiatives with club partners to celebrate supporter loyalty, enhance matchday experiences, and involve fans in partnership and commercial conversations through the Partner Panel</p>
Support NUW fan engagement	<p>Champion fan engagement for Newcastle United Women, with three dedicated workshops delivered across the season.</p> <p>Implement post-match survey, capturing supporter feedback to drive continuous improvement.</p>
Partner Panel	<p>Collaborating with club partners, the Partner Panel celebrates supporter loyalty, enhances matchday experiences, and ensures fans have a voice in partnership conversations.</p>

How to become involved

See how Newcastle United can support you in getting more involved - through memberships, Official Supporters' Clubs, independent supporters' groups, and other fan-led opportunities.

- Be part of our new Official Supporters' Clubs and help us grow closer to the communities that share a passion for Newcastle United.
- Join our Young Supporters Fan Forum, meeting twice a year to connect with fellow young fans and share your views on the issues that matter most to you. Email Supporter.Services@nufc.co.uk for details.

Newcastle United works closely with a number of independent fan groups that help shape our approach to inclusion and engagement. **These include:**

Newcastle United Supporters' Trust ([NUST](#))

Newcastle United Disabled Supporters Association ([NUDSA](#))

United with Pride ([UWP](#))

Matchday atmosphere group [Wor Flags](#)

Each group represents key voices across the supporter base.

- Visit our Memory Café which provides a warm and supportive space for individuals living with Dementia or Alzheimer's. Fans can register to attend through the Supporter Services team and sessions often include nostalgic conversations with former players.
- Our annual 'A Helping Hand at Christmas' campaign in partnership with Newcastle United Foundation supports families across the region through pledges that tackle food poverty, offer warm spaces, and bring festive joy. Fans can also get involved by donating to Newcastle Foodbank or supporting NUFC Fans Foodbank matchday collections.
- Support Newcastle United Foundation by getting involved in community programmes, making a donation, or volunteering to help make a lasting impact across the North East.



MEMORY CAFÉ 2025



Newcastle United
Newcastle United Women



@nufc
@newcastleunitedwomen



@nufc
@nufcwomen



@nufc

How to become involved

Contact the club

Whether you have feedback, a new idea, want to set up a new supporter club or feel we can do something better, we are always looking to hear from supporters.

To contact Newcastle United, please email supporter.services@nufc.co.uk. Your correspondence will be picked up directly by the team and we will get back to you within five working days. For more information, please click [here](#).

Supporters are also welcome to share their views directly with our Supporter Liaison Officer, Matt Willis, on matchdays.



Information for disabled fans

We take great pride in the service and facilities we offer supporters with disabilities. We encourage fans with disabilities to inform us of their personal situations in order to allow us to make your matchday experience as comfortable and enjoyable as possible. You can download Newcastle United's Disability Access Statement in full by clicking [here](#).



Safeguarding or EDI concern

Anybody wishing to report a safeguarding concern or an equality, diversity or inclusion (EDI) related incident can contact the relevant club team [here](#).

Complaints procedure

The club takes seriously its duty to all its supporters and will always seek to resolve any complaints in the most effective way possible. Full details of our complaints procedure can be found [here](#).

Once you have been through the club's complaints process outlined above, any unresolved supporter complaints can be referred to the Independent Football Ombudsman (IFO). Please visit the IFO website at theifo.co.uk for more information or click [here](#).



Newcastle United
Newcastle United Women



@nufc
@nufcwomen



@nufc
@newcastleunitedwomen



@nufc

Appendix

Additional fan engagement initiatives from 2024/25 season.

Fan Activity	Date	Link
Pre Season Japan Tour as part of J.League International Series 2024	Aug 24	https://www.newcastleunited.com/en/news/in-pictures-magpies-fans-in-tokyo
Trailblazing haptic shirts debuted via Sela's Unsilence the Crowd campaign for Deaf Awareness Week 2024	Aug 24	https://www.newcastleunited.com/en/news/newcastle-united-and-sela-develop-lasting-legacy-for-deaf-fans
Magpie Mover – discounted matchday travel pass for fans.	Sept 24	https://www.newcastleunited.com/en/tickets/ticket-information
Memory Café - monthly event engaging older fans	Sept 24	https://www.newcastleunited.com/en/news/club-sets-memory-cafe-participation-goal-to-mark-world-alzheimers-day
Anthony Gordon 'Wor Flags' Display	Sept 24	https://x.com/anthonygordon/status/1840068671265181986
Club & Foundation support Play Safe week-end of action	Sept 24	https://www.newcastleunited.com/en/news/newcastle-united-and-newcastle-united-foundation-support-play-safe-weekend
Introduced away ticket transfer following fan consultation	Oct 24	https://www.newcastleunited.com/en/news/newcastle-united-to-introduce-away-ticket-transfer
Stadium plans discussed with Fan Advisory Board	Oct 24	https://www.newcastleunited.com/en/news/stadium-plans-discussed-as-fan-advisory-board-reconvenes
Support for 'No Room for Racism' campaign	Oct 24	https://www.newcastleunited.com/en/news/newcastle-united-support-no-room-for-racism-campaign
New club retail store opens at Metrocentre	Oct 24	https://www.newcastleunited.com/en/news/newcastle-united-announce-new-club-store-at-metrocentre
Players encourage fans to take positive steps for better wellbeing	Oct 24	https://www.newcastleunited.com/en/news/newcastle-united-players-open-up-to-share-wellbeing-advice
Launch of new flagship retail store at St. James' Park	Oct 24	https://www.newcastleunited.com/en/news/newcastle-united-to-launch-new-best-in-class-flagship-stadium-store
East Stand display backs RBL's football poppy shirt campaign with card-supported tribute from Wor Flags	Nov 24	https://www.newcastleunited.com/en/news/newcastle-united-support-the-royal-british-legions-new-football-poppy-shirt
Creation of NUST Room – community activity at Foundation hub	Nov 24	https://www.newcastleunited.com/en/news/newcastle-united-supporters-trust-create-lasting-legacy-at-newcastle-united
Changes to the Membership Ballot following fan consultation	Nov 24	https://nufctrust.co.uk/news/changes-to-the-membership-ballot-for-the-2024-2025-season/
'We Are United' event attended by 1000 fans at St. James' STACK	Nov 24	https://nufctrust.co.uk/news/we-are-united-event-november-20-2024/
Club Partner Fenwick opens special 'pop-up' club store	Nov 24	https://www.newcastleunited.com/en/news/newcastle-united-comes-to-fenwick-this-christmas
Partnering with InPost and local pupils to creatively share Newcastle's story	Dec 24	https://inpost.co.uk/newcastle-united-foundation-lockers
'A Helping Hand at Christmas' supporting thousands of families across the region.	Dec 24	https://www.newcastleunited.com/en/news/newcastle-united-and-newcastle-united-foundation-kick-off-annual-christmas
Support for Rainbow Laces celebrating on-going commitment to inclusion	Dec 24	https://www.newcastleunited.com/en/news/newcastle-united-support-rainbow-laces-campaign
When Steven met Eddie Howe	Dec 24	https://x.com/bbcnewcastle/status/1869104055534092361?s=46
NUFC shirts auctioned for community projects via Sam Fender collaboration.	Dec 24	https://www.newcastleunited.com/en/news/newcastle-united-and-sam-fender-unveil-unique-matchworn-shirt-collaboration
Schär and Ruddy thrilled pupils at Premier League school session	Dec 24	https://www.nufoundation.org.uk/news/newcastle-united-heroes-delight-foundation-participants-at-premier-league-session

Fan Activity	Date	Link
Big Dan Burn given a GRILLING by Junior Mags Members	Jan 25	https://www.instagram.com/reel/DFdQQCrtSj3/
350 unclaimed items from NUFC fans donated to British Heart Foundation for fundraising	Feb 25	
Callum Wilson surprises fans at Young Supporters Workshop	Feb 25	https://www.newcastleunited.com/en/news/callum-wilson-surprises-fans-at-young-supporters-workshop
NUFC players help tackle mental health by encouraging positive action among supporters	Feb 25	https://www.nufoundation.org.uk/news/newcastle-united-players-open-up-to-share-wellbeing-advice-with-supporters-facing-mental-health-challenges
Jacob Murphy and Tino Livramento took part in a Premier League Primary Stars session with 72 pupils.	Feb 25	https://www.nufoundation.org.uk/news/jacob-murphy-and-tino-livramento-make-newcastle-united-foundation-session-extra-special
Sela's 'Unsilence the Crowd' initiative supporting deaf fans named world's most award-winning football partnership of 2024	Mar 25	https://www.newcastleunited.com/en/news/newcastle-united-and-sela-recognised-as-the-worlds-most-award-winning
Sela provide 32,000 scarves for every fan at Wembley	Mar 25	https://www.newcastleunited.com/en/news/sela-to-provide-scarves-for-every-fan-at-wembley
Supporter Wor Flags to deliver their citywide activation ahead of cup final	Mar 25	https://www.facebook.com/reel/997204328452401
300,000 fans celebrated NUFC's 24/25 Carabao Cup win with citywide parade and Town Moor event	Mar 25	https://www.newcastleunited.com/en/news/in-pictures-magpies-carabao-cup-parade
Free travel for fans attending NUW Tyne-Wear derby at St. James' Park	Mar 25	https://www.newcastleunited.com/en/news/free-travel-for-fans-attending-tyne-wear-derby
JD Sports host a Cup Final takeover at St. James' STACK as part of fan engagement activity	Mar 25	https://www.newcastleunited.com/en/news/st-james-stack-gets-takeover-for-cup-final-thanks-to-jd
Newcastle United support No Room For Racism campaign	April 25	https://www.newcastleunited.com/en/news/newcastle-united-support-no-room-for-racism-campaign-april-2025
Boot Room donation drive launched to boost recycling and help local children.	April 25	https://www.newcastleunited.com/en/news/boot-room-donation-drive-launched
Crest heritage asset explored via fan consultation surveys and workshops	May 25	https://www.newcastleunited.com/en/news/updating-our-crest-together
Newcastle United presented 'Football Club of Sanctuary' award	May 25	https://www.newcastleunited.com/en/news/newcastle-united-presented-football-club-of-sanctuary-award
Cheers for the support: Free pints for fans attending Everton	May 25	https://www.newcastleunited.com/en/news/cheers-for-the-support-free-pints-for-fans-attending-everton-clash
Newcastle United fans offered free pint ahead of Chelsea	May 25	https://www.newcastleunited.com/en/news/newcastle-united-fans-offered-free-pint-ahead-of-chelsea-clash
Supported 'Inside Matters' campaign promoting positive fan conversations around mental health.	May 25	https://www.newcastleunited.com/en/news/premier-league-clubs-raising-awareness-of-mental-health-through-inside
Newcastle United men's and women's players visit Foundation disability session	May 25	https://www.nufoundation.org.uk/news/joelinton-and-newcastle-united-women-s-emily-murphy-and-charlotte-wardlaw-amaze-at-foundation-disability-sessions
St. James' STACK fan zone awarded a five-year extension	Jun 25	https://www.newcastleunited.com/en/news/st-james-stack-awarded-a-five-year-extension
Fans offered heavily discounted matchday travel through 2025/26 Magpie Mover	Jun 25	https://networkonetickets.co.uk/tickets/magpie-mover/
Supporters donate over £50K over season to Foundation via matchday touchpoints	Jun 25	

